



# Sample Pearson Set Assignment Brief

## Single-Part Assessment

### Unit 2 – Business Organisations

For use with:

## Pearson BTEC International Level 2 Qualifications in Business

**Award/ Certificate / Extended Certificate / Diploma**

<b>Advised supervised hours</b>	10 hours
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#### For completion by the centre

<b>Qualification (select as appropriate)</b>	Award/ Certificate / Extended Certificate / Diploma
<b>Assessment date</b>	



L2

## Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit Assessment Criteria detailed in the qualification specification. The Pearson Set Assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

### Conditions of supervision

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision.

We advise that the Pearson Set Assignment be completed in sessions that come to a total of 10 hours. The 10 hours includes time to prepare summary notes from research to support learners during the assessment. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

### Outcomes for Submission

Learners must complete this set assignment on a computer using word processing software. Learners must save their work regularly and ensure that all materials can be identified as their work.

Learners must submit their own, independent work as detailed in the set assignment. Each learner must complete an authentication sheet.

## Instructions to Learners

Read the Set Assignment Information and the Set Assignment carefully.

You will be asked to carry out specific activities using the information provided. You will be given a specific time period of 10 hours to complete the assignment. The 10 hours includes time to prepare summary notes from research to support you during the assessment.

Your tutor will advise you of the scheduled sessions for this work.

Your research notes should:

- be individually and independently prepared by you
- contain a maximum of 4 sides of A4, either handwritten or typed (if typed 12-point font)
- use short, bullet-point style information and cannot contain long narrative pieces of text.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work. This document contains the information you need to prepare for the Set Assignment.

## Set Assignment Information

Kiarey Fashion is a social enterprise that takes waste materials and turns them into stylish fashion items. It donates most of the profits to local and national charities.

The business started out in the home of two siblings, Kiara and Reyana but has now grown to have its own warehouse and factory where the items are mostly hand made by a team of experienced bag makers. The materials are sourced by contacting large clothing manufacturers for scrap materials as well as materials from clothes that need to be recycled or those that do not pass quality control. The business also uses rubber from old tyres and leather from old leather items from industrial waste to use in their bags. Their product range is handbags, travel bags, briefcases, belts, purses, and wallets. Currently three quarters of their raw materials has been recycled and not gone to landfill. Their factory runs on electricity from a renewable energy company but their warehouse in another part of the town uses energy from a non-renewable energy company. They estimate that over half of their production uses renewable energy.

This year they have already sold 9146 items, mostly due to some celebrities being seen using their handbags. Kiarey Fashion extensive training to all their employees so that their products are of the highest quality. They also make sure all employees are paid fairly by making sure they pay over the national average salary for similar professions. The employees are also given paid-for medical care.

Kiarey Fashion's mission statement is to "To protect the environment by reducing the global material, leather and rubber waste going to landfill." Based on this mission they have stated the following aims:

- Create sustainable, quality products from materials that would be otherwise waste.
- Use renewable energy in all production.
- Ensure the economic wellbeing of our employees.
- Contribute to local and national environmental charities.

For the current year the objectives stated are:

- Sell 8000 quality products by the end of the year.
- Use at least 80% of materials from waste.
- To donate 60% of the profits to local and national environmental charities.

Kiara and Reyana both run the business and initially designed and created the first products they sold and still are responsible for the research and development of new products. Kiara is also responsible for the finances of the business, the operations of the factory and warehouse and the distribution of their products over their own website. Reyana also oversees sales, purchasing, sourcing of waste materials and human resources. They also employ marketing specialists to help with social media marketing and advertising. They also have a production manager who oversees the production of all their products. Kiara and Reyana make business decisions relating to their own areas of responsibility but also hold monthly meetings to make sure everything else works together and efficiently.

Operations is the largest area as this is responsible for all the production and the employees who make and pack the products. Operations work with sales to make sure the correct products go out to customers. The finance area makes sure the payroll, purchasing and accounts are managed. Research and development are very important so Kiara and Reyana are constantly keeping up to date with the latest fashion trends. They also need to make sure the right materials are sourced for any new products. The marketing team advertise products in fashion magazines and make sure their social media presence is trending. The siblings make sure they have the right teams working with them so that the business can operate efficiently.

Most of the items are sold on their own website which generates the most revenue, but there are some products sold face-to-face to high-end customers by a small sales force. The siblings are thinking of opening their first flagship store in the city in the next two years to compete with bigger fashion brands who have stores.

## Set Assignment

You are working as a researcher for a management consultancy. Your manager will be meeting with the owners of Kiarey Fashion soon. You have been asked by your manager to prepare the report that will be taken to the meeting.

Your manager has asked you to familiarise yourself with a contrasting business and the Kiarey Fashion company background information in advance of producing the report.

You must complete ALL activities.

### ACTIVITY 1

You will need to examine in detail the aims, objectives and activities of Kiarey Fashion and another contrasting business. Give examples to illustrate your point in the report.

#### Section 1: Introduction

Your report should begin with:

- an explanation of the aims and objectives of Kiarey Fashion and a contrasting business including:
  - financial aims and objectives
  - non-financial aims and objectives
- an explanation of the activities of the two contrasting businesses.

#### Section 2: Linking activities to aims

For the two contrasting businesses you need to include:

- a explanation of how the activities in each business help it to achieve its aims and objectives. Use examples to explain the links between the activities and aims for each business.

<p><b>Section 3: Conclusion</b></p> <p>Conclude your report by:</p> <ul style="list-style-type: none"> <li>• explaining if these aims and objectives have evolved over time and the reasons why</li> <li>• explaining the consequences for each business of not meeting its aims and objectives</li> <li>• a justified conclusion of the effectiveness of how the activities in each business have helped each one meet its aims and objectives</li> </ul>
<p>This activity covers learning aim A. A.P1, A.P2, A.M1, A.D1</p>
<p>It is important that the evidence provided can be independently authenticated by a Standards Verifier (SV). It is, therefore, required that there be evidence of research taking place. Annotated screen prints of secondary research and collated results of primary research would support the evidencing of this activity.</p>

<p><b>ACTIVITY 2</b></p>
<p>You manager was pleased with the report you have written and now wants you to produce a presentation with detailed speaker notes about the functional areas within Kiarey Fashion and another contrasting business.</p> <p>You will need to research the functional areas within Kiarey Fashion and another contrasting business. This research will be used in the presentation to illustrate how the functional areas link with each other and how this helps the business meet its aims and objectives. Within the presentation and your speaker notes, you must examine the functional areas in detail in the context of both businesses and use examples.</p> <p>Your presentation and speaker notes should include:</p> <ul style="list-style-type: none"> <li>• an introduction explaining the activities of the functional areas for each business</li> <li>• a detailed examination of the internal and external links and the interaction between the functional areas within each business</li> <li>• a detailed examination of how the links and interactions between functional areas may help each business meet its aims and objectives</li> <li>• a supported conclusion as to which links and interactions may be the most important in facilitating each business to meet its aims and objectives.</li> </ul>
<p>This activity covers learning aim B. B.P3, B.P4, B.M2, B.D2</p>
<p>It is important that the evidence provided can be independently authenticated by a Standards Verifier (SV). It is, therefore, required that there be evidence of research taking place. Annotated screen prints of secondary research and collated results of primary research would support the evidencing of this activity.</p>